

Message Text

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PAGE 01 STATE 044425

15

ORIGIN NEA-12

INFO OCT-01 EUR-25 ADP-00 DPW-01 CIAE-00 DODE-00 PM-09

H-02 INR-09 L-03 NSAE-00 NSC-10 PA-03 RSC-01 PRS-01

SS-14 USIA-12 T-03 OMB-01 EA-11 /118 R

DRAFTED BY NEA/ PAB: JHHOLMES: PD

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APPROVED BY NEA/ PAB: LBLAINGEN

NEA/ INS: JHAWES

NEA/ P: JEBRIGGS

D/ PW : FSIEVERT (INFO)

----- 018000

R 100037 Z MAR 73

FM SECSTATE WASHDC

TO AMEMBASSY ISLAMABAD

INFO AMEMBASSY NEW DELHI

AMEMBASSY DACCA

AMEMBASSY LONDON

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E. O.11652 N/ A

TAGS: PFOR, PK, IN, BG

SUBJECT: PAK POW ADVERTISING CAMPAIGN

REF: STATE 41453

1. FULL PAGE AD APPEARED NEW YORK TIMES MARCH 8 HEAD-
LINING IN THREE- QUARTER INCH LOWER CASE QUOTE-- WHEN YOU
JOYFULLY WELCOME YOUR BOYS HOME, SPARE A THOUGHT FOR THE
90,000 PRISONERS OF WAR STILL CAPTIVE IN INDIA. UNQUOTE.
AD SPONSORED BY COMMITTEES IN NEW YORK AND ANNANDALE, VA.
IS QUOTE PLEA BY THE WOMEN OF PAKISTAN UNQUOTE AND
ADDRESSED TO QUOTE ALL WOMEN OF USA: ALL WIVES, MOTHERS,
SISTERS AND DAUGHTERS OF AMERICAN POWS IN VIETNAM UNQUOTE.

2. TEXT READS: QUOTE NOW PEACE IN VIETNAM HAS BE-
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COME LIVING REALITY. AND SOON AFTER CEASEFIRE, YOUR
LOVED ONES ARE HOME. ON THIS JOYOUS OCCASION, COULD YOU
SPARE A THOUGHT FOR US TOO? FOR OUR 90,000 MEN, WOMEN
AND CHILDREN LANGUISHING IN INDIAN CONCENTRATION CAMPS.
SUFFERING INJUSTICE. TORTURE. DEATH. HELD IN BRUTAL
CAPTIVITY. MORE THAN A YEAR AFTER CEASEFIRE. WE FEEL YOU
ABOVE ALL WILL UNDERSTAND OUR ANGUISH. OUR PAIN. OUR
SUFFERING. WE HAVE BEEN WAITING, WONDERING. HOW MUCH
LONGER? WILL SOMEBODY PLEASE ANSWER? UNQUOTE.

3. AD CONTAINS ONE HALF- PAGE PICTURE DEPICTING SINGLE
PAK POW STANDING BEHIND BARBED WIRE. SMALLER, POSED
PICTURE SHOWS WHAT PURPORTS BE U. S. POW RETURNEE BEING
WELCOMED BY FAMILY; IT NOTEWORTHY THAT OBSTENSIBLE
POW IN CIVILIAN CLOTHES.

4. COMMENT: AD SEEMS TO HAVE MORE OF A FEROSONS THAN
MADISON AVENUE QUALITY. ROGERS

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

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